RESOLUTION NO. 7931

RESOLUTION ADOPTING THE REVISED SPECIAL EVENTS SPONSORSHIP POLICY

WHEREAS, the Reno City Council has approved promoting a Sustainable and Vibrant Economy as a priority of the City of Reno for Fiscal Year 2013-2014, and

WHEREAS, the City of Reno recognizes that special events contribute significantly to the local economy and enhance a sense of community, and

WHEREAS, the City of Reno issues permits to more than 200 special events, many of which require City services, and

WHEREAS, the City services for special events are required by Reno Municipal Code Chapter 3.13 to be reimbursed back to the City, and

WHEREAS, special events benefit from City sponsorship of City services, and

WHEREAS, the Special Events Subcommittee of the Reno City Council requested that staff create an in-kind sponsorship application process giving promoters a clear and comprehensive format, timeline and understandable process for all event sponsorship requests, and

WHEREAS, the Special Events Subcommittee of the Reno City Council has approved Legacy Event, Community Event, New Event and Nonprofit Event Categories to rate special events in the new sponsorship policy, and

WHEREAS, the Special Events Subcommittee of the Reno City Council has created preferences for events which spur economic development and a sense of community, are valued by Reno citizens, are unique, have a realistic potential for growth and / or longevity, work to involve the University of Nevada, have a strong marketing plan and have partnerships with other event promoters to cross promote, and

WHEREAS, on December 2, 2013, the Special Events Subcommittee of the Reno City Council approved and forwarded to the City Council for consideration a revised special events sponsorship policy, the purpose of which is to consider and make recommendations to the City Council on applications for special event sponsorship(s), and

NOW, THEREFORE, BE IT RESOLVED THAT: the City Council of the City of Reno, Nevada, adopts the attached revised Special Events Sponsorship Policy.

Upon motion by Council Member <u>Zadra</u>, seconded by Council Member <u>Dortch</u>, the foregoing resolution was adopted this <u>15th</u> day of <u>January</u>, 2014, by the following vote of the Council:

AYES: Zadra, Dortch, Schieve, Brekhus, Delgado, Jardon, Cashell

NAYS: None ABSENT: None

APPROVED this 15th day of January, 2014.

ROBERT A. CASHELL, SR.

MAYOR

ATTEST:

LYNNETTE R. JONES

*C*ITY/CLERK

CITY OF RENO - SPECIAL EVENT PROGRAM

Special Event Sponsorship Policies and Procedures

I. PURPOSE

The purpose of this policy is to provide a standardized process for the allocation of sponsorship funding to special events.

III. REFERENCES

Reno Municipal Code 5.13.

IV. PERSONS AFFECTED

All event Promoters who have events in the City of Reno that fall under the Special Event definition of RMC 5.13.010.

V. POLICY

It is the policy of the City of Reno to provide a clear sponsorship application process giving promoters a comprehensive format, timeline and understandable process for all event sponsorship applications.

VI. DEFINITIONS

- A. Deadlines Specified dates and times that the City of Reno City Manager's Office designates to Special Event Sponsorship Application submission.
- B. Rating Sheets –. The forms utilized by the Special Event Sponsorship Committee to evaluate each event within their respective self-selected event category. A Rating Sheet will be developed for each event category.
- C. Promoter A person or persons who apply for Special Event Permits within the City of Reno.
- D. Special Event Sponsorship Application A form and questionnaire that promoters will be asked to complete in order to receive consideration for a Special Event Sponsorship.
- E. Special Event Sponsorship Committee This committee will be made up of a member of the Reno City Council from the Special Events Subcommittee of the Reno City Council who will serve as Chair, an appointed member from the Reno Citizens Institute, an appointed member from the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events

Subcommittee of the Reno City Council. These members will examine submitted Special Event Sponsorship and will make recommendations to be forwarded to the Special Events Subcommittee of Reno City Council for recommended approval to the Reno City Council.

VII. RESPONSIBILITIES

A. The City Manager's Office is responsible for the centralized administration and coordination of this policy, application and process.

A member from the Reno City Council on the Special Events Subcommittee of the Reno City Council, an appointed member from the Reno Citizens Institute, an appointed member from the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council will be voting members of the Special Event Sponsorship Committee and will make recommendations to be forwarded to the Reno City Council for approval.

The Special Events Program Manager will compile the supporting documents to present the committee's recommendations and any necessary contracts to the Reno City Council. The Reno City Council will have final approval of Special Event Sponsorships.

VIII. PROCEDURES

- A. There will be one application date annually that Promoters must submit their applications by.
- B. Applications will be released by the City Manager's Office to Promoters and placed online to the general public.
- C. Applicants will asked to classify their event in one of the following categories:
 - 1. **Legacy Events** are defined as events that in which all five of the following conditions are met:
 - a. The event has been in existence for a minimum of five years; and,
 - b. The event has an average daily attendance of 5,000 or more spectators/attendees; and,
 - c. The event can prove that it provides a significant positive economic impact to the City of Reno; and,
 - d. The event is programmed for and marketed to the community at large; and,
 - e. The event is held on City of Reno property or requires provisions of City services.

- 2. **Community Events** are defined as events that in which all five of the following conditions are met:
 - a. The event has been in existence for a minimum of three years; and,
 - b. The event has an average minimum daily attendance of 2,000; and,
 - c. Events that may not necessarily result in significant economic impact to the City, but promote civic and/or neighborhood pride, and enhance the quality of life and well being of the City's residents.
 - d. The event is programmed and advertised/marketed to the community at large; and,
 - e. The event is held on City of Reno property or requires provisions of City services.
- 3. **New Events** are defined as events in which all three of the following conditions are met:
 - a. The event or a substantially similar event has been in existence for less than three years regionally; and,
 - b. May not have a forecast for an average daily attendance yet event is programmed and advertised/marketed to the community at large; and,
 - c. The event is held on City of Reno property or requires provisions of City services.
- 4. **Nonprofit Events** are defined as events in which all six of the following conditions are met:
 - a. The event is organized and conducted by a organization defined in NRS 372.3261 and which operates from or provides services within the City of Reno; and,
 - b. The event's proceeds are given directly to organizational programs; and,
 - c. The event provides a benefit to the general public as defined in NRS 372.3261; and,
 - d. The event includes participation either by spectators and/or participants by the general public (notwithstanding an admission or participation fee); and,
 - e. The city services estimate does not exceed \$7,500; and,
 - f. The event is held on City of Reno property or requires provisions of City services.
- D. Applicants will be rated against the following objectives in each category:
 - 1. The sponsorship objectives of the City relative to the Nonprofit Events are to support nonprofit groups that are having a special event specifically to

- raise money for their cause that serves Reno citizens. The Nonprofit Events Rating sheet is attached to this policy for reference.
- 2. The sponsorship objectives of the City relative to the New Events are that the City fosters the growth of new special events that that have a plan for sustainability that will allow the event to eventually grow into Community or Legacy Event. The New Event Rating sheet is attached to this policy for reference.
- 3. The sponsorship objectives of the City relative to Community Events are that the Reno constituents value the event and that the event enhances the quality of life of our citizens. The Community Event Rating sheet is attached to this policy for reference.
- 4. The sponsorship objectives of the City relative to the Legacy Events are that the events market the City outside of the region and bring visitors to the area creating a positive economic impact. The Legacy Event Rating sheet is attached to this policy for reference.

E. Restrictions and Requirements on Special Event Sponsorships

- 1. All Special Event Sponsorships will be provided through the provision of in-kind City Services. No cash sponsorships will be awarded through the Special Event Sponsorship.
- 2. All Special Event Promoters shall work with the City of Reno City Manager's Office if their event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.
- 3. Applications must be submitted by the yearly designated deadline and must be fully completed to be considered for funding.

F. Terms of Office on the Special Event Sponsorship Committee

- 1. The Reno City Council Member of the Special Event Subcommittee that presides over the Special Event Sponsorship Committee as Chair will serve two one-year terms beginning in December and ending in November and will be replaced by a nominated Council Member from the Special Event Subcommittee.
- 2. The additional two members from the Reno Citizens Institute, the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council will be appointed by their respective organizations to serve on the committee for a one-year term beginning in December and ending in November.

IX. ATTACHMENTS

- A. Nonprofit Events Sponsorship Rating Sheet
- B. New and Community Events Sponsorship Rating Sheet
- C. Legacy Events Sponsorship Rating Sheet